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(54) Title: LAUNDRY TREATMENT COMPOSITIONS

(57) Abstract: A laundry treatment composition which comprises a surfactant and from 0.0001 to 0.02 wt% of a photostable acid dye which has a substantivity to non-mercerised cotton in a standard test of at least 8% but has a substantivity to nylon of less than 5%, wherein the standard test involves a solution of dye being prepared such that the solution has (i) an optical density of 1 (5 cm pathlength) at the maximum absorption of the dye in the visible wavelengths, (ii) a sodium lauryl alkyl benzene sulphonate surfactant concentration of 0.3 g/l, (iii) inorganic non-surfactant salt concentration of 1.1 g/l, (iv) under wash conditions of a liquor to cloth ratio of 45:1, temperature of 20°C, soak times of 45 minutes, and an agitation time of 10 minutes.

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